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<u>L19</u>	DB=USPT; PLUR=YES; OP=OR 5910676.pn.	1	<u>L19</u>
<u>L18</u>	DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR "banc one payment services".as.	0	<u>L18</u>
<u>L17</u>	"meckenstock, david".in.	0	<u>L17</u>
<u>L16</u>	"shields, dorwin".in.	0	<u>L16</u>
<u>L15</u>	"sheilds, dorwin".in.	0	<u>L15</u>
<u>L14</u>	"cross, christopher".in.	12	<u>L14</u>
<u>L13</u>	"rodriguez, alan".in.	15	<u>L13</u>
<u>L12</u>	DB=USPT; PLUR=YES; OP=OR 5910676.pn.	1	<u>L12</u>
	DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR		

<u>L11</u>	l9 and L10	3	<u>L11</u>
<u>L10</u>	l1 and ("point of sale" or "pos") near (devices! or terminals! or cash near registers!)	28	<u>L10</u>
<u>L9</u>	L8 and (encrypt\$ or encrypt or security or secure)	143	<u>L9</u>
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<u>L6</u>	L5 and ("point of sale" or "pos") near (devices or terminals or connections)	618	<u>L6</u>
<u>L5</u>	L4 and (credit near transaction or credit with transaction)	5256	<u>L5</u>
<u>L4</u>	705.clas.	33506	<u>L4</u>
<u>L3</u>	705/39	1574	<u>L3</u>
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111: Entry 2 of 3

File: USPT

Jun 20, 2000

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USPT NO: 6078891

DOCUMENT-IDENTIFIER: US 6078891 A

TITLE: Method and system for collecting and processing marketing data

DATE-ISSUED: June 20, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Riordan; John	Brooklyn	NY	11201	
Morehouse; Bruce	Northport	ME	04849	

APPL-NO: 08/ 977479 [\[PALM\]](#)

DATE FILED: November 24, 1997

INT-CL: [07] [G06](#) [F](#) [17/60](#)

US-CL-ISSUED: 705/10; 705/23, 705/16

US-CL-CURRENT: [705/10](#); [705/16](#), [705/23](#)

FIELD-OF-SEARCH: 705/10, 705/26, 705/27, 705/16, 705/17, 705/22, 705/23, 235/14

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	3956615	May 1976	Anderson et al.	380/24
<input type="checkbox"/>	4319336	March 1982	Anderson et al.	705/21
<input type="checkbox"/>	4340810	July 1982	Glass	235/375
<input type="checkbox"/>	4355372	October 1982	Johnson et al.	379/92.04
<input type="checkbox"/>	4438824	March 1984	Mueller-Schloer	380/23
<input type="checkbox"/>	4799156	January 1989	Shavit et al.	705/26
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<input type="checkbox"/>	4951196	August 1990	Jackson	705/37
<input type="checkbox"/>	4972504	November 1990	Daniel, Jr. et al.	705/10
<input type="checkbox"/>	5103392	April 1992	Mori	380/4
<input type="checkbox"/>	5202977	April 1993	Pasetes, Jr. et al.	395/500.48

<input type="checkbox"/>	<u>5253345</u>	October 1993	Fernandes et al.	705/17
<input type="checkbox"/>	<u>5315093</u>	May 1994	Stewart	235/381
<input type="checkbox"/>	<u>5331544</u>	July 1994	Lu et al.	705/10
<input type="checkbox"/>	<u>5490060</u>	February 1996	Malec et al.	705/10
<input type="checkbox"/>	<u>5490252</u>	February 1996	Macera et al.	709/249
<input type="checkbox"/>	<u>5491473</u>	February 1996	Gilbert	340/870.01
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<input type="checkbox"/>	<u>5513102</u>	April 1996	Aurienma	705/14
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<input type="checkbox"/>	<u>5557518</u>	September 1996	Rosen	380/24
<input type="checkbox"/>	<u>5557780</u>	September 1996	Edwards et al.	395/500.48
<input type="checkbox"/>	<u>5590196</u>	December 1996	Moreau	380/18
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<input type="checkbox"/>	<u>5592378</u>	January 1997	Cameron et al.	705/27
<input type="checkbox"/>	<u>5592560</u>	January 1997	Deaton et al.	382/100
<input type="checkbox"/>	<u>5604804</u>	February 1997	Micali	380/25
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<input type="checkbox"/>	<u>5684965</u>	November 1997	Pickering	705/34
<input type="checkbox"/>	<u>5687322</u>	November 1997	Deaton et al.	705/14
<input type="checkbox"/>	<u>5832460</u>	November 1998	Bednar et al.	705/27

ART-UNIT: 271

PRIMARY-EXAMINER: Voeltz; Emanuel Todd

ASSISTANT-EXAMINER: Dixon; Thomas A.

ATTY-AGENT-FIRM: Pennie & Edmonds LLP

ABSTRACT:

A system and method for the collection of marketing data simultaneously captures at a point-of-sale all financial and non-financial data pertaining to a specific consumer transaction. An electronic invoice is constructed from the captured data and transmitted to a credit authorization location via a communication link necessarily established to transmit a credit authorization request for the transaction. The electronic invoice contains line item data for each item purchased as part of the transaction. The invoice is organized around the identification number of the payment vehicle employed by the customer to pay for the transaction, thus linking the purchasing information contained in the invoice to a particular consumer. The credit authorization location receives the transmitted electronic invoice and forwards the invoice to a data warehouse, which may be located in a location remote from the credit authorization location. The data warehouse comprises a plurality of related data structures for storing the received data. The related data structures facilitate simple and flexible analysis and searching of

the collected market data.

10 Claims, 6 Drawing figures

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111: Entry 2 of 3

File: USPT

Jun 20, 2000

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DOCUMENT-IDENTIFIER: US 6078891 A

TITLE: Method and system for collecting and processing marketing data

Abstract Text (1):

A system and method for the collection of marketing data simultaneously captures at a point-of-sale all financial and non-financial data pertaining to a specific consumer transaction. An electronic invoice is constructed from the captured data and transmitted to a credit authorization location via a communication link necessarily established to transmit a credit authorization request for the transaction. The electronic invoice contains line item data for each item purchased as part of the transaction. The invoice is organized around the identification number of the payment vehicle employed by the customer to pay for the transaction, thus linking the purchasing information contained in the invoice to a particular consumer. The credit authorization location receives the transmitted electronic invoice and forwards the invoice to a data warehouse, which may be located in a location remote from the credit authorization location. The data warehouse comprises a plurality of related data structures for storing the received data. The related data structures facilitate simple and flexible analysis and searching of the collected market data.

Brief Summary Text (13):

In a preferred embodiment, the present invention simultaneously captures at the POS all financial and non-financial data pertaining to a specific consumer transaction. An electronic invoice is constructed from the captured data and transmitted to a credit authorization location via a communication link necessarily established to transmit a credit authorization request for the transaction. The electronic invoice contains line item data for each item purchased as part of the transaction. The invoice is organized around the identification number of the payment vehicle employed by the customer to pay for the transaction, thus linking the purchasing information contained in the invoice to a particular consumer.

Detailed Description Text (7):

The architecture of FIG. 1 further comprises a credit authorization location 165 typically located in a location remote from POS location 115. Credit authorization location 165 is typically owned and operated by the financial institution which has issued the payment vehicle employed by the customer to pay for items purchased at the POS, as described in more detail below. Credit authorization location 165 preferably comprises a credit authorization computer 170 which receives credit authorization requests from POS computer 120, evaluates the received requests, and transmits to POS computer 120 an authorization of the transaction or a denial of the transaction depending on various parameters such as whether the requested credit line exceeds the credit limit of the customer.

Detailed Description Text (14):

particular location where POS terminals are located. An employee of the merchant uses product scanner 205 to scan a bar code or other product identifier printed on the item into POS computer 120. Alternatively, the employee may manually enter information identifying the items to be purchased via keyboard 210 or other data entry devices 215.

Detailed Description Text (17):

In step 306 the customer enters the identification number of the payment vehicle which he wishes to use to pay for the items to be purchased. This information is typically entered in response to a prompt from the merchant's website, and may be entered manually, or alternatively may be entered by swiping the payment vehicle through payment vehicle scanner 107. The payment vehicle employed by the customer preferably is a smart card. Alternatively, the payment vehicle may be a magnetic stripe card such as those employed as credit cards, charge cards, or debit cards, or any other payment vehicle which requires verification to authorize a transaction. As known in the art, smart cards provide enhanced security over traditional magnetic stripe cards because they are typically manufactured to be resistant to physical probing by electronic instruments and physical disassembly. In addition, smart cards may employ symmetric or asymmetric cryptography software in order to increase the security of communications between the smart card and a merchant.

Detailed Description Text (35):

In step 312, the invoice packet is transmitted to credit authorization location 165. In the prior art, transmission from the merchant to credit authorization computer 170 served only one purpose: To request authorization for a transaction. In contrast, the purpose of the invoice packet of the present invention is two fold: First, to request authorization for the transaction from credit authorization location 165, and second, to transmit to credit authorization location 165 a line item listing concerning the transaction. In this way, the invention efficiently employs the communications link established with credit authorization location 165 to simultaneously transmit thereto a line item listing comprising complete marketing data concerning the transaction.

Detailed Description Text (36):

In decision step 314, credit authorization computer 170 determines whether or not to approve the credit request received from POS computer 120. This determination typically comprises the step of determining whether the total cost of the items listed on the invoice exceeds the customer's credit limit. If the customer's credit limit is exceeded, then decision step 314 fails and the system proceeds to step 316 wherein credit authorization computer 170 transmits a denial message to POS computer 120 via line 180. In step 318, POS computer 120 receives the denial message from credit authorization computer 120 and cancels the transaction. The merchant may also take additional steps typically associated with a denial of a request for credit authorization, as known in the art.

Detailed Description Text (37):

If, on the other hand, the customer's credit limit is not exceeded, then decision step 314 succeeds and the system proceeds to step 320 wherein credit authorization computer 170 transmits a credit approval to POS computer 120 via line 180. Concurrently, in step 322 credit authorization computer 170 takes additional bookkeeping actions typically associated with approval of a financial transaction. For example, as known in the art, credit authorization computer 170 typically updates the customer's account by debiting the customer's credit limit in the amount of the transaction.

Detailed Description Text (38):

Upon receipt of the transaction authorization from credit authorization location 165, in step 324, the merchant commences steps to complete the sale. These typically include transmitting a confirmation to the customer and preparing the order for shipping.

Detailed Description Text (85):

Data warehouse 185 further comprises a data structure 607 which comprises a Geographical Information System (GIS). As known in the art, a GIS comprises a set of tables that link groups of customers on the basis of distinct parameters,

including: residence, age, ethnicity, family status, phone numbers, taxes, vocation, number of credit cards held, etc. Data structure 607 facilitates analysis of the marketing data stored in data warehouse 185 across segments of the population, as described below. For example, using the linking tables of data structure 607, the system may generate a list of all households in the southwest United States with four or more members and a household income of at least \$45,000/yr., in which one or more members of the household is employed by an insurance company.

Current US Class (1):

705

US Reference US Original Classification (8):

705/37

US Reference Group (8):

4951196 19900800 Jackson 705/37

CLAIMS:

1. A method of collecting marketing information, comprising:

collecting, at a first point-of-sale operated by a first retailer, line item data pertaining to a first transaction;

establishing a first communication link between the first point-of-sale and a credit authorization location operated by a credit authorization authority distinct from the first retailer;

transmitting a first credit authorization request from the first point-of-sale to the credit authorization location via the first communication link;

transmitting the line item data pertaining to the first transaction from the first point-of-sale to the credit authorization location via the first communication link; collecting at a second point-of-sale operated by a second retailer, line item data pertaining to a second transaction;

establishing a second communication link between the second point-of-sale and the credit authorization location, the entity operating the credit authorization location being distinct from the second retailer;

transmitting a second credit authorization request from the second point-of-sale to the credit authorization location via the second communication link;

transmitting the line item data pertaining to the second transaction from the second point-of-sale to the credit authorization location via the second communication link; and

storing the transmitted line item data pertaining to the first and second transactions in a searchable database operated by an entity that is distinct from the first and second retailers.

9. A system for organizing marketing data, comprising:

a first point-of-sale computer belonging to a first retailer;

a second point-of-sale computer belonging to a second retailer;

a credit authorization computer belonging to a credit issuing institution distinct from the first and second retailers;

a first communications link linking the first point-of-sale computer and the credit authorization computer;

a second communications link linking the second point-of-sale computer and the credit authorization computer;

a data storage connected to the credit authorization computer;

a database resident in the data storage and comprising a plurality of data structures;

wherein at least one of the data structures stores line item information pertaining to a plurality of transactions executed by the first and second point-of-sale computers and reported to the credit authorization computer; and

at least a second one of the data structures stores information indicative of the payment vehicles used to pay for the plurality of transactions;

the payment vehicle information for each transaction of the plurality of transactions being linked to the line item information for the transaction.

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☐ 1. Document ID: US 6519572 B1

Using default format because multiple data bases are involved.

L11: Entry 1 of 3

File: USPT

Feb 11, 2003

US-PAT-NO: 6519572

DOCUMENT-IDENTIFIER: US 6519572 B1

TITLE: Method and system for collecting and processing marketing data

DATE-ISSUED: February 11, 2003

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Riordan; John	Brooklyn	NY	11201	
Morehouse; Bruce	Northport	MN	04849	

US-CL-CURRENT: 705/16

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw. D
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☐ 2. Document ID: US 6078891 A

L11: Entry 2 of 3

File: USPT

Jun 20, 2000

US-PAT-NO: 6078891

DOCUMENT-IDENTIFIER: US 6078891 A

TITLE: Method and system for collecting and processing marketing data

DATE-ISSUED: June 20, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Riordan; John	Brooklyn	NY	11201	
Morehouse; Bruce	Northport	ME	04849	

APPL-NO: 08/ 977479 [PALM]

DATE FILED: November 24, 1997

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/10; 705/23, 705/16
US-CL-CURRENT: 705/10; 705/16, 705/23

FIELD-OF-SEARCH: 705/10, 705/26, 705/27, 705/16, 705/17, 705/22, 705/23, 235/14

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<u>3956615</u>	May 1976	Anderson et al.	380/24
<u>4319336</u>	March 1982	Anderson et al.	705/21
<u>4340810</u>	July 1982	Glass	235/375
<u>4355372</u>	October 1982	Johnson et al.	379/92.04
<u>4438824</u>	March 1984	Mueller-Schloer	380/23
<u>4799156</u>	January 1989	Shavit et al.	705/26
<u>4943963</u>	July 1990	Waechter et al.	370/428
<u>4951196</u>	August 1990	Jackson	<u>705/37</u>
<u>4972504</u>	November 1990	Daniel, Jr. et al.	705/10
<u>5103392</u>	April 1992	Mori	380/4
<u>5202977</u>	April 1993	Pasetes, Jr. et al.	395/500.48
<u>5253345</u>	October 1993	Fernandes et al.	705/17
<u>5315093</u>	May 1994	Stewart	235/381
<u>5331544</u>	July 1994	Lu et al.	705/10
<u>5490060</u>	February 1996	Malec et al.	705/10
<u>5490252</u>	February 1996	Macera et al.	709/249
<u>5491473</u>	February 1996	Gilbert	340/870.01
<u>5499385</u>	March 1996	Farmwald et al.	710/3
<u>5513102</u>	April 1996	Auriemma	705/14
<u>5521363</u>	May 1996	Tannenbaum	235/379
<u>5557518</u>	September 1996	Rosen	380/24
<u>5557780</u>	September 1996	Edwards et al.	395/500.48
<u>5590196</u>	December 1996	Moreau	380/18
<u>5590197</u>	December 1996	Chen et al.	380/24
<u>5592378</u>	January 1997	Cameron et al.	705/27
<u>5592560</u>	January 1997	Deaton et al.	382/100
<u>5604804</u>	February 1997	Micali	380/25
<u>5608874</u>	March 1997	Ogawa et al.	709/246
<u>5684965</u>	November 1997	Pickering	705/34
<u>5687322</u>	November 1997	Deaton et al.	705/14
<u>5832460</u>	November 1998	Bednar et al.	705/27

ART-UNIT: 271

PRIMARY-EXAMINER: Voeltz; Emanuel Todd

ASSISTANT-EXAMINER: Dixon; Thomas A.

ATTY-AGENT-FIRM: Pennie & Edmonds LLP

ABSTRACT:

A system and method for the collection of marketing data simultaneously captures at a point-of-sale all financial and non-financial data pertaining to a specific consumer transaction. An electronic invoice is constructed from the captured data and transmitted to a credit authorization location via a communication link necessarily established to transmit a credit authorization request for the transaction. The electronic invoice contains line item data for each item purchased as part of the transaction. The invoice is organized around the identification number of the payment vehicle employed by the customer to pay for the transaction, thus linking the purchasing information contained in the invoice to a particular consumer. The credit authorization location receives the transmitted electronic invoice and forwards the invoice to a data warehouse, which may be located in a location remote from the credit authorization location. The data warehouse comprises a plurality of related data structures for storing the received data. The related data structures facilitate simple and flexible analysis and searching of the collected market data.

10 Claims, 6 Drawing figures

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachment	Claims	KWIC	Draw. De
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☐ 3. Document ID: US 5875437 A

L11: Entry 3 of 3

File: USPT

Feb 23, 1999

US-PAT-NO: 5875437

DOCUMENT-IDENTIFIER: US 5875437 A

TITLE: System for the operation and management of one or more financial accounts through the use of a digital communication and computation system for exchange, investment and borrowing

DATE-ISSUED: February 23, 1999

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Atkins; Charles Agee	Charleston	SC		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE	CODE
Proprietary Financial Products, Inc.	Charleston	SC				02

APPL-NO: 08/ 842589 [PALM]

DATE FILED: April 15, 1997

PARENT-CASE:

CROSS-REFERENCE TO RELATED APPLICATION This is a continuation of application Ser. No. 08/350,442, filed Dec. 6, 1994, now U.S. Pat. No. 5,644,727, which is a continuation-in-part of application Ser. No. 07/780,590, filed Oct. 23, 1991, abandoned, which is a continuation-in-part of application Ser. No. 07/686,319, filed Apr. 16, 1991 which is a continuation of application Ser. No. 07/408,173,

filed Sep. 15, 1989, now abandoned, which is a continuation of application Ser. No. 07/038,817, filed Apr. 15, 1987, now U.S. Pat. No. 4,953,085.

INT-CL: [06] G06 F 19/00

US-CL-ISSUED: 705/40

US-CL-CURRENT: 705/40

FIELD-OF-SEARCH: 705/40, 705/38, 705/39

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<u>4376442</u>	March 1983	Musmanno	705/36
<u>4376978</u>	March 1983	Musmanno	705/36
<u>4597046</u>	June 1986	Masmanno	705/36
<u>4774663</u>	September 1988	Musmanno	705/36
<u>5644727</u>	July 1997	Atkins	705/40
<u>5910676</u>	March 1990	Aldredge	<u>705/37</u>

ART-UNIT: 274

PRIMARY-EXAMINER: McElheny, Jr.; Donald E.

ATTY-AGENT-FIRM: Pennie & Edmonds LLP

ABSTRACT:

A practical communication and computer based system and method for effecting exchange, investment and borrowing involves the use of digital communication and computation terminals distributed to users and service providers. Through the system described and its combined computer and communication terminals, client/customers may purchase goods and services, save, invest, track bonuses and rebates and effect enhanced personal financial analysis, planning, management and record keeping with less effort and increased convenience. Through a prioritization function, the client specifies her financial objectives, her risk preference, and budgetary constraints. The prioritization function automatically suggests to the individual a portfolio of asset and liability accounts that may be credited and/or debited to provide the required funds for consumption and to form investments and borrowing to best realize her financial objectives over a defined time horizon. If desired, the system automatically manages a client's budgetary and financial affairs through a system of expert sweeps based on a client's preferences. The client's accounts are monitored via a borrowing power baseline, and considered imbalanced if the client's borrowing power is less than the minimum borrowing power. If the account is imbalanced, the client may reallocate the assets and liabilities within the client account and/or modify a set of constraints on the client account. If the client account is still not balanced after modification of the account, the system will deny authorization for certain requested transactions, and may initiate the liquidation of certain asset accounts and reduce the balances of one or more liability accounts.

23 Claims, 38 Drawing figures

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KIMC	Draw D
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Terms	Documents
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Patent Assignment Abstract of Title

Total Assignments: 3

Application #: 09656815

Filing Dt: 09/07/2000

Patent #: NONE

Issue Dt:

PCT #: NONE

Publication #: NONE

Pub Dt:

Inventors: Alan F. Rodriguez JR., Christopher W. Cross, Dorwin Shields JR., David T. Meckenstock

Title: System and apparatus for credit transaction data transmission

Assignment: 1

Reel/Frame: 011090/0948

Received:
09/25/2000

Recorded:
09/07/2000

Mailed:
11/09/2000

Pages: 5

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors: RODRIQUEZ, ALAN F. JR.
CROSS, CHRISTOPHER W.
SHIELDS, DORWIN JR.
MECKENSTOCK, DAVID T.

Exec Dt: 08/01/2000
Exec Dt: 08/08/2000
Exec Dt: 08/08/2000
Exec Dt: 09/04/2000

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Correspondent: AKIN, GUMP, STRAUSS, HAUER & FELD LLP
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Assignment: 2

Reel/Frame: 013527/0849

Received:
12/03/2002

Recorded:
11/26/2002

Mailed:
04/01/2003

Pages: 8

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors: BOPS HOLDING, L.L.C.
PTI GENERAL PARTNER, L.L.C.

Exec Dt: 07/23/2002
Exec Dt: 07/24/2002

Assignee: PAYMENTECH, L.P.
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DALLAS, TEXAS 75201

Correspondent: AKIN, GUMP, STRAUSS, HAUER & FELD, LLP
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Assignment: 3

Reel/Frame: 013228/0124 **Received:** 08/30/2002 **Recorded:** 08/28/2002 **Mailed:** 11/07/2002 **Pages:** 8

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: BANC ONE PAYMENT SERVICES, L.L.C.

Exec Dt: 07/24/2002

Assignees: BOPS HOLDINGS, L.L.C.

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